

## Privacy and Communications Policy

**This Privacy and Communications Policy ("Policy") is effective as of 10-28-2013**

This Policy sets forth how Intelligent Lipo of Rockford, LLC, a(n) Illinois Limited Liability company ("we" or "us"), collects and uses the information you provide to us and certain other information that we automatically collect through your access and use of [www.ilipoofrockford.com](http://www.ilipoofrockford.com) ("Website"), or through any communications with us. **YOU ACKNOWLEDGE AND AGREE THAT BY USING ANY PORTION OF THIS WEBSITE OR ANY SERVICES OFFERED ON THIS WEBSITE, SUCH USE SHALL INDICATE THAT YOU HAVE READ, UNDERSTAND AND THAT YOU AGREE TO OUR COLLECTION AND USE OF THE INFORMATION PROVIDED BY YOU OR AUTOMATICALLY COLLECTED BY US, AS SET FORTH IN THIS POLICY.**

If you have any general questions or concerns about this Policy, you may contact us by sending an email with your questions, comments or concerns to [info@ilipoofrockford.com](mailto:info@ilipoofrockford.com).

### **How We Collect Personal (Personally Identifiable) Information From You**

There are a variety of ways in which you may submit certain personal information (personally identifiable information) on this Website. We collect the following specific items of personal information (collectively "Identity Information") that you submit through your use of this Website: your first and last name, your phone number, and your email address.

We may ask our visitors for their email addresses and sometimes for their first and last names in order to provide any newsletters or other materials they have signed up to receive through this Website from time to time. When you provide this information to us, we collect and store this information and use it as specifically set forth in this Policy.

### **Personal Information from Children Under 13**

Children under the age of 13 are expressly prohibited from submitting or posting any Identity Information on this Website. We do not knowingly collect information from children under the age of 13 and do not intend that any materials contained on this Website are directed to or targeted towards children under the age of 13. If it does come to our attention that any child under the age of 13 has submitted any personal information to this Website, we will delete all such information that we have collected immediately. If you are a parent or guardian and you discover that your child under the age of 13 has submitted any of his or her Identity Information without your permission or consent, we will remove the information immediately upon your request. **All requests should be made by email and sent to [info@ilipoofrockford.com](mailto:info@ilipoofrockford.com).** Please include your child's name and a description of the type of information you think he or she may have submitted to this Website.

### **Website Forms**

When you provide any Identity Information through any form contained on this Website, including in order to contact us, we collect and store this information. We may use your email or any other Identity Information you provide as expressly set forth in this Policy.

### **How We Automatically Collect Non-Personal Information**

When you access our Website, we collect and store certain non-personally identifying information sent automatically by your browser using standard web server logs and automatic data collection tools such as direct and third-party cookies and web beacons. This information includes your IP address, which may tell us your general location information such as your country and sometimes your city, state and/or zip code, the domain name from which you access our Website, your browser type and language, the pages you access, the date and time you access pages on our Website and your operating system version. We also may determine what technology is available through your browser in order to provide you with the most appropriate version of any of our web pages. For example, we may determine that you have installed a version of Flash, and we will then send you the appropriate Flash version of the web page rather than an HTML page. We may also use this information to redirect you to a different version of our Website if you are accessing our Website through a mobile or similar device.

We may collect device-specific information about your mobile and other devices such as the type of device you are using, any unique device identifiers, mobile network information including phone numbers, device model, manufacturer, screen resolution, device capabilities, service provider, preferred user language and your page views. We do this to help us determine which aspects of the website work best for mobile traffic and which mobile marketing campaigns work best for the business, including mobile advertising, mobile search marketing, text campaigns, and desktop promotion of mobile sites and services.

### **Our Use of "Cookies" and Other Data Collection Tools**

We may monitor your use of this Website through the use of any automatic data collection tools and you consent to our use of these tools when you use and access our Website. We also use cookies and/or web beacons to track and record your Website use and activity data, including the pages you view and how long you spend on each page or portion of our Website, the links you click on, the features of this Website you access, whether you are a new vs. repeat visitor or in order to monitor your interactions with any video or other content that you access on this Website ("Use Information"). This is done primarily for website traffic and general user analysis purposes. We also do this to help measure and research the effectiveness of the features contained on this Website.

Both session cookies, which do not stay on your browser after you exit this Website, and persistent cookies, which remain on your computer until you delete them or they expire, are used by us. We reserve the right to monitor your use of this Website

through the use of any automatic data collection tools at all times and you consent to our use of these tools when you use and access our Website. You can elect to turn off all cookies and web beacons through your browser settings. However, if you elect to do so, there may be some features of our Website that will not be available to you and some of our Website pages may not display properly. The cookies shall only be used to obtain non-personal information to improve your online experience. No other information is stored in these cookies.

### **Our Use of Third-Party Cookies**

We may use and we reserve the right to use third party web analytics services, such as Google Analytics, in order to collect information about your use of this Website. In order to provide such services, these third parties typically pass cookies directly onto your browser when you use this Website ("**third party cookies**"). These third party providers may also transfer this information to other third parties by law or in order to help provide their services. All information collected directly by use of any third party cookies is non-Identity Information and relates only to how you use and interact with this Website. The use of third party cookies is not covered by our privacy policy and we do not have access or control over these cookies.

We may use third-party cookies and other tracking tools to track whether or not you have visited our website by clicking on any links contained on one or more of any Facebook fan pages/posts we operate. We collect and store this information for internal analysis only.

### **Linking or Bundling Your Information**

We do not combine or link your Identity Information with any Website Use Information or any other information we automatically collect from you.

### **How We Use and Share Your Personal Information**

#### **Promotional Use of Personal Information**

We use your e-mail address to send periodic promotional e-mails to you about our services and products, any new or upcoming products or otherwise related to any products or services we sell, but only if you have elected to receive such email communications from us. **You can opt-out of receiving any promotional emails or any newsletters/subscriptions at any time by following the opt-out procedure contained in the email, or by sending an email to [info@ilipoofrockford.com](mailto:info@ilipoofrockford.com) and requesting to opt-out of receiving such communications.**

#### **Service Providers**

We use third party service providers to provide services and/or products to us necessary for hosting or operating this Website, and/or necessary for providing email services and similar services to our users. In the course of providing these services

and/or products to us, such third parties may sometimes have limited access to information collected on this Website, including some of your Identity information. This limited access is incidental to the services being provided by such third parties and no permission or consent is granted by us for any third party provider to use or disclose this information in any manner whatsoever other than as necessary to provide the applicable service to us.

### **Do We Sell Your Identity Information?**

We make every effort to respect your privacy and we will never sell, license or disclose any of your Identity Information, by itself or bundled with any website use or other information you provide or that we collect to any third parties for any purpose not expressly set forth in this Policy, without your express written consent. We only share or disclose any Identity Information or other information collected from You as expressly set forth in this Policy.

### **Required Disclosures**

We may disclose certain Identity information if: i) requested via a subpoena, court order, or local, state, federal or international law enforcement request to release any such information; or ii) in order to investigate and help prevent security threats, fraud or other malicious activity; or iii) to protect our rights or protect our property, or any or the rights of our customers or other third parties.

### **Communications**

When you visit this Website or send e-mails to us, you are communicating with us electronically. You consent to receive communications from us electronically. You agree that all agreements, notices and other communications that we provide to you electronically satisfy any legal requirement that such communications be in writing. If you send us an email communication, call us or send a written correspondence for any reason, we may create a file and store your email and other Identity Information specific to you. We generally will maintain a record and keep notes of all communications with you. All messages transmitted by you on this Website or to us shall not be treated as confidential and shall be deemed to be accessible to the general public. You should not transmit any communications or correspondences to us that you intend only the intended recipient(s) read. **Notice is hereby given that all messages or electronic data transmitted onto this Website can and may be read by us, regardless of whether we are the intended recipient of any such message(s).**

### **External Links Disclaimer**

We do not control any third party websites linked to this Website or their privacy practices, which may differ substantially from our practices. Any Identity Information or any other information you choose to provide to such third party websites and/or collected by these websites is not covered by or under this Policy and we make no assurances or promises to you regarding the manner in which these third party

websites will use or disclose any information you provide or otherwise collected from you. You agree that we shall not be liable to you under any circumstances for any damages of any kind whatsoever that you may incur due to the privacy practices of any third party website you access through this Website. You should review the privacy policy of any third party website before submitting your Identity Information or any other information to these websites.

### **Social Media Features and Widgets**

We may also provide access to services or features on our Website that enables you to share information with certain social networks and interact with us on our social media fan pages or other social media platforms that we may utilize. This may include the Facebook "Like" or share buttons or the Facebook "Comments" feature, social media "follow-us" buttons, etc., all of which are administered via third-party applications or scripts that run on our Website. Your use of these features may result in the collection or sharing of information about you by these third-party social media websites. This may include collection of your IP address, tracking your use on our Website and other third-party websites containing the same social media features, including the pages you visit, duration, time, etc., through the use of a cookie or other unique identifier placed on your browser by such third-parties. Your interactions with these social media features are governed by the privacy policy of the party that provides the specific feature or application. You should carefully review the privacy policies and settings on those specific social media sites. We shall, under no circumstances, have any liability to you whatsoever for the information collection and use/disclosure practices of any such third party that has provided or made available any social media feature or application that you use on our Website.

### **General Information**

#### **Information Storage And International Transfer**

Any Identity information and all other information which we collect on this Website will be stored and processed in our servers located in the United States. If you reside outside the United States, you consent to the collection, transfer, storage and processing of any information from your country to the United States.

#### **Changes to this Policy**

If we decide at any time to change this Policy, we will revise the effective revision date posted at the top of this Policy. If we make significant changes to this Policy, We may also notify you by other means, such as sending an email to you and/or posting a notice somewhere prominently on our home page and/or notifying you the next time you access this Website. **Failure to opt-out after receiving notice and following the opt-out instructions contained in the notice shall be deemed to be your assent to any such changes.**

#### **How to Update, Change or View Your Personally Identifiable Information**

If you would like to request any changes or updates to any Identity Information you have provided to us, or if you would like to view any information we have collected from your use of this Website, please contact us and request the same by sending an email to: [info@ilipoofrockford.com](mailto:info@ilipoofrockford.com). Please include the words "Personal Information Request." If you make any information requests, we will require that you provide proof of your identity, which may include providing us with a copy of a driver's license, social security card and/or birth certificate. We also reserve the right to require that you sign and provide us with a notarized affidavit verifying your identity before we update or release any information to you.

### **California Resident Privacy Rights**

California Civil Code Section 1798.83 permits California residents to request certain information regarding our disclosure of their personal information to third parties for their direct marketing purposes. California law also allows California residents to opt-out of having this information disclosed. If You are a California resident and desire to make such a request, please contact [info@ilipoofrockford.com](mailto:info@ilipoofrockford.com). Please include the words "California Privacy Disclosure Request" in the subject line.

### **Successors**

Upon any acquisition, merger, sale or other change of control of our business/organization, we reserve the right to transfer any Identity information you have submitted to this Website as part of the property owned by us to our successor resulting from such merger, acquisition, sale, etc. In the event of our bankruptcy, insolvency, reorganization, receivership, or assignment for the benefit of creditors, or the application of laws or equitable principles affecting creditors' rights generally, We reserve the right to transfer your Identity Information to protect any of the our rights or as required by law.